UTAH 1998 NON-RESIDENT OVERNIGHT VISITOR SUMMARY* UTAH DIVISION OF TRAVEL DEVELOPMENT

AGE		ORIGIN MARKETS		QUARTER OF TRAVEL	
Average (years)	42.9	<u>States</u>		1- Jan-Feb-Mar	14%
18-34 Years	35%	California	29%	2 - Apr-May-Jun	25%
35-54 Years	43%	Nevada	9%	3 - Jul-Aug-Sep	42%
55+ Years	22%	Idaho	7%	4 - Oct-Nov-Dec	19%
		Colorado	7%		
HOUSEHOLD INCOME		Arizona 6%		PURPOSE OF STAY	
Average (000's)	58.3	Texas	6%	Leisure	80%
<\$25,000	19%	Oregon	4%	Visit Friends/Relatives	33%
\$25K-\$49,999	24%	Wyoming	3%	General Vacation	26%
\$50K-\$74,999	31%	Washington	3%	Special Event	9%
\$75,000+	26%	Michigan	3%	Other Personal	7%
		Top Ten Tota	al 76%	Getaway Weekend	6%
OCCUPATION		DMA's		Business	20%
Total Employed	71%	Los Angeles	18%	Other Business	7%
Manager, Prof.	38%	Las Vegas	8%	Convention	3%
Tech., Sales, Admin.	22%	Phoenix	5%	Sales/Consulting	3%
Service	7%	Idaho Falls-Pocatello	5%	Other Group Meeting	3%
Laborer/Operator	2%	Denver	4%	Seminar/Training	2%
Other	2%	Portland	4%	Gov't./Military	1%
Student/Unemployed	19%	SF/Oakland/San Jose	4%		
Retired	10%	Salt Lake City**	3%	ACTIVITIES	
		San Diego	3%	Shopping (\$20)*	28%
EDUCATION		Detroit	3%	Dining (\$20)*	24%
No College	15%	Top Ten Tota	al 55%	Nat'l/State Parks	19%
Attended College	33%			Gen. Entertainment (\$10)*	19%
College Grad.	52%	LENGTH OF STAY		Touring (Sightseeing)	19%
Post-Grad. Degree	26%	Avg. Length of Stay	3.6 Nights	Historic Site	13%
		1-3 Nights	64%	Cultural Site	11%
PARTY COMPOSITION		4-7 Nights	27%	Hiking/Biking	10%
Avg. Party Size	2.7 Per.	8+ Nights	9%	Skiing	7%
One Adult	32%			Camping	7%
MM/FF	7%	TRANSPORTATION		Hunting/Fishing	5%
3+ Adults	9%	Motor Vehicle	67%	Group Tour	5%
Couples	20%	Air	25%	Golfing	4%
Families	32%	Camper/RV	4%	Boating/Sailing	4%
		Other	5%	Sporting Event	4%
EXPENDITURES				Theme/Amusement Park	3%
Avg. Per Person-Day	\$87	ACCOMMODA	ATIONS	Festival/Craft Fair	3%
Transportation	34%	Hotel	50%	Waterfront	3%
Food	19%	Private Home	33%	*Expenditure based	
Room	17%	Condo/Timeshare	2%		
Shopping	14%	Bed & Breakfast	1%	MARKET SHAR	E
Entertainment	11%	Other	14%	1998 Share of U.S.	
Other	6%			Overnight Travel	1.1%

^{*}Source: D.K. Shifflet & Associates, Ltd., DIRECTIONS Data

^{**}Salt Lake City DMA excludes Utah residents but includes areas in neighboring states